



Advanced Communication Techniques

INCORPORATED

47 Riverside Avenue, Westport, Connecticut 06880

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DVA

“hands-on”



*a practical
seminar
in television
and videotape
techniques*



Advanced Communication Techniques
INCORPORATED



“hands- television and

***a new kind
of seminar***

This “Hands On!” seminar is a practical, operational workshop for acquiring the knowledge and skills essential for effective use of television and videotape in organizational training and communications.

Participants will have the opportunity for actual “Hands On!” operating experience with a wide range of television equipment and its many applications in business, industry and government.

***a new body
of knowledge***

Closed circuit television and videotape are the most exciting and promising tools now available for corporate training and communications. Yet, prospective users face a myriad of difficult decisions. This seminar is designed to provide the registrant with the information necessary to make such decisions.

This invaluable state-of-the-art knowledge will insure each participant a greater probability of success in his own applications of television and videotape and will greatly reduce the probability of serious error or costly mistake in both the selection and application of equipment and techniques.

***seminar
objectives***

The overall objectives of the ACT “Hands On!” seminar are to provide each participant with:

1. A *knowledge* of the available television and videotape recorder *equipment* necessary for selecting systems to meet specific needs.
2. “Hands On!” *operating experience* of typical television systems in a variety of simulated applications.
3. Knowledge and experience in the latest *methodology* for effective use of television and videotape in organizational training and communications.

for whom

This seminar is designed to benefit those responsible for:

Corporate Communications
Job Training
Management Training
Industrial Relations
Speech Training
Personnel Relations
Community Relations
Quality Control

Sales Training
Manpower Development
Public Relations
Advertising
Merchandising
Sales Promotion
Plant Processing
Plant Efficiency

on[”]

videotape seminar



seminar content

In four separate videotape sessions, each participant will operate cameras and equipment in simulated applications. Under the guidance of experts, they will gain “Hands On!” experience with:

- Videotape Recorders
- Cameras and Lenses
- Switching and Mixing Consoles
- Lighting
- Production Techniques
- Special Visual Effects
- Television Graphics
- Editing

The equipment familiarization portion of the seminar will deal with a broad area of television equipment ranging from the most simple to the sophisticated, including color applications and international corporate uses. It will encompass:

- Technical Characteristics
- Cost
- System Design
- Compatability
- Purchasing - Leasing
- Maintenance

“hands-on”

By actually producing videotapes in the workshops registrants are taught the capabilities and limitations of the various equipment and the vital importance of script, graphics and pre-production techniques.

Over 60% of total seminar time is devoted to participation in workshops where registrants actually operate equipment.

staff

In addition to ACT personnel the seminar leaders consist of resource people who are recognized as true innovators in the field of industrial and corporate television and videotape applications. Every instructor and lecturer is an acknowledged expert in the field and has had vast personal experience in closed circuit television and videotape.

“hands-on”

schedule

FIRST DAY

ACT ADVISORS AND RESOURCE STAFF

8:30 a.m. Registration

Coffee

9:00 a.m. Seminar Introduction

A. Burke Crotty, President, ACT

9:15 a.m. “The Many Faces of Videotape”

A study of the many innovative applications of television and videotape in industry. Excerpts from tape productions of various organizations.

10:15 a.m. Intermission

Coffee

10:30 a.m. Equipment — What, When, Where,
How and How Much!!

Basic TV theory and principles, available equipment, capabilities and limitations, varying degrees of system sophistication, manufacturers, costs, purchase-rent-lease, warrantee and servicing, color, editing, accessories.

12:15 p.m. Act Luncheon

1:30 p.m. Continuation of Equipment Session

2:45 p.m. Intermission

Coffee

3:15 p.m. Equipment

3:30 p.m. Participants rotate, in small groups, thru seminars covering Equipment Set-up, Maintenance, Duplication, Audio, Lenses, Editing and Color.

7:00 p.m. Act

Cocktail Party



Denis M. Casey, Vice President, Consultant Services, Advanced Communication Techniques.

In early 1966, Denis developed for Olivetti Underwood a modest videotape studio for training materials and programs. The system has grown to a full production facility with multiple videotape recorders, three-cameras and 16mm film capability.

The system is used in competitive product studies, technical training and product demonstrations.

Denis is an expert in the area of kinescope from videotape, and a pioneer in using videotape and film for training.



Imero Fiorentino, President, Imero Fiorentino Associates, Inc.

“Immie” Fiorentino is one of the nation’s outstanding authorities in television lighting. His lighting designers are familiar figures in all of the New York studios as they go about the lighting chores on network shows. They light the *Merv Griffin Show*, T.V. specials, commercials and industrial shows.

They have been responsible for lighting on such shows as “*Omnibus*”, “*U.S. Steel Hour*”, “*Voice of Firestone*”, “*Pulitzer Prize Playhouse*,” “*Mark Twain Tonight*” and others.

SECOND DAY

9:00 a.m. A Videotape Case History — I

An in depth presentation by one organization, of its experiences and successes with television and videotape.

9:45 a.m. Intermission

Coffee

10:00 a.m. "Hands On" Workshop Studios

Studios will rotate on the second and third day. Each registrant will spend a full half day in each of the studios.

Studio 1 — Pre Production Techniques

The importance of pre-production, visualization, graphics and special effects. Session covers script analysis, props, direction techniques and related factors. The problems of location shooting are covered in detail and a two camera system is used to demonstrate graphic requirements, special effects, color response, etc.

Studio 2 — Personal Presentation on Video Tape

Making videotape recordings of personal presentations as they apply to sales training, speech training, etc. Participants will use relatively *simple* equipment including videotape recorder, single lens camera, and will rotate positions as cameramen, operators, and performers. The instructor will provide personal coaching. Tapes produced will be evaluated in playback sessions.

Studio 3 — Group Presentations

Using a two camera system with zoom lens, switcher-fader, basic editing and audio dub, participants will rotate positions and produce tapes exploring the recording of confrontations, seminars, meetings, role plays, etc.

Studio 4 — Industrial Productions

Using a sophisticated multiple camera system with all special effects and full editing, participants will produce complex videotapes of typical industrial productions. Both camera and tape to tape editing techniques will be available.



Thomas F. Hatcher, Director of Experimentation and Innovation, Equitable Life Assurance Society.

Tom's unique title carries the responsibility for solving problems which will confront Equitable in the coming five to ten years. Two areas of prime concern are communications and employee development.

Early in 1966, he installed a simplified closed-circuit television system. This system which has been expanded to a complete production studio with three cameras, film and slide multiplex unit, dial random-access system and three video tape recorders. It is used for producing tapes for employee education and training, including the sales force.

Tom's continuing exploration has carried him deeply into development of a nation-wide dial select random-access system employing satellite communications.



Frank Dobyns, Training Director, Community Development Foundation.

Formerly Associate Professor of Political Science at Santa Barbara City College, Frank Dobyns joined C.D.F. in 1965. He has traveled extensively for the Foundation in Mexico, Honduras, the Dominican Republic and Brazil, where he has encouraged the use of video tape in local training programs. In 1967, Mr. Dobyns was responsible for the introduction of closed circuit TV in the training of Community Action workers in the U.S.

The success of that initial program has led to subsequent training contracts with the Office of Economic Opportunity, for rural and ghetto areas in America. Videotape has been a primary training technique in all these programs.



Dana Lombard, Manager, Audio Visual Celanese Corporation.

Dana Lombard has for some years been engaged in both public and personnel relations. Upon graduation from Smith College she joined the First National City Bank and subsequently devoted considerable time to the Council on Religion and International Affairs and later to the Educational Broadcasting Corporation. In 1965 she joined Celanese Corporation as Director of Audio Visuals and, in that capacity, was largely responsible for the Celanese Videotape System which was installed in January of 1967. She has brought Videotape to a broad range of communication applications heretofore unexplored. The Celanese uses of television and videotape techniques in a variety of areas, are totally unique.

Miss Lombard brings to this Seminar the experiences of a genuine innovator in this field.

12:15 p.m. Act Luncheon

1:30 p.m. A Videotape Case History — II
Another in depth presentation of an organization's experience with television.

2:15 p.m. Workshop Studios Continued

SECOND DAY — EVENING

8:00 p.m. Special Feature — Lighting
Imero Fiorentino Associates. Equipment and techniques for closed circuit videotape. Lighting of people and products in both studio and location situations, power requirements, types and positioning of lights, balancing and measuring.

THIRD DAY

9:00 a.m. A Videotape Case History — III

9:45 a.m. Intermission
Coffee

10:00 a.m. Workshop Studios Continued

12:15 p.m. Act Luncheon

1:30 p.m. Post Production and Distribution
An examination of current and future methods of duplication, distribution, kinescope, microwave, EVR, long lines, dial access, etc.

2:15 p.m. Workshop Studios Continued

4:30 p.m. Review and Closing
General Session



William I. Bechard, Vice President, Educational Systems and Designs, Inc.

ESD is a management and organization development consulting firm which develops television courses and exercises in management and sales training. Bill was formerly an associate of Leadership Development Associates, Inc., where he was responsible for management training and organization development based on behavioral and systematic training approaches. His present responsibilities include management and organization development design and implementation for industry and government.

He is currently a Visiting Lecturer at the New York State School of Industrial and Labor Relations, Cornell University.



Sharon McKenna, Director of Curriculum Development, Community Development Foundation.

Sharon McKenna is in charge of the Norwalk Office television studio, where training tapes for various field training programs are prepared.

In September of 1967 CDF began using closed circuit TV in training of community action workers in Tennessee. Since that time, CDF has implemented video tape field systems into its training programs in Washington, Tennessee, Kentucky and Pennsylvania and is also involved in training community action workers in Connecticut. Video tape has been a primary technique in all these programs.



Thomas W. Gleason, Jr., Technical Supervisor, ACT.

Tom, prior to joining ACT, was involved with the installation and operation of complex electronic communications systems. These activities took him through South America, New Zealand and the United States as a specialist in the recording and transmission of Data.

He has recently completed advanced technical studies at the Ampex Video Institute in Chicago, the SONY engineering school on Long Island and has received training in color television from Bell and Howell experts.

In his capacity at ACT, Tom is responsible for both new equipment evaluation and studio and system design.

“hands-on”

television and videotape seminar

1969 winter schedule

SEMINAR NO. 14

January 7, 8, 9

HILTON INN AT TARRYTOWN
455 South Broadway
Tarrytown, New York

SEMINAR NO. 15

January 14, 15, 16

WASHINGTON HILTON
Connecticut Avenue at
Columbia Road, N.W.
Washington, D.C.

SEMINAR NO. 16

January 21, 22, 23

SHERATON O'HARE MOTOR HOTEL
6810 N. Mannheim Road
Rosemont, Illinois

SEMINAR NO. 17

February 3, 4, 5

INTERNATIONAL HOTEL
6211 West Century Blvd.
Los Angeles, California

SEMINAR NO. 18

February 10, 11, 12

THE HILTON INN
International Airport
San Francisco, California

Each seminar is restricted to 48 Registrants. If the one you select is oversubscribed, we will contact you concerning other seminars.

Registration fee of \$350 includes all materials, luncheons, technical and production manuals as well as use of all equipment. Registrants are encouraged to bring with them any tapes they may have produced which they would like ACT technical or creative staffs to review with them.

*Register for any seminar by using the
attached card or by phone or mail to:*

Miss Sharon Swalina
Advanced Communication Techniques Seminars
47 Riverside Avenue
Westport, Conn. 06880
(203) — 226-4757

equipment

ACT is indebted to the following manufacturers who have provided equipment for the seminars. This equipment, almost \$200,000 worth, will be demonstrated and discussed by ACT personnel. No manufacturer's representatives will be present. During the four Workshop Studios, each participant will operate cameras and other equipment, under the guidance of experts.

AMPEX

VR 7800 Video recorder with editing
7800 Remote Control
VR 7500C Color Recorder
VR 5100 Video Recorder
CC 327-30 Viewfinder Camera
Color Corrector

AUDIO VIDEO INDUSTRIES

Min-Con Studio Master Control Console
Mini Min-Con Miniature Version

A.V. SYSTEMS

XSAM-1000 Reprocessing Amplifier

BALL BROTHERS

Mark 21 Waveform Monitor
8" Line Monitor
MC 19 Color Monitor

BELL & HOWELL

2970 Color Camera
2920 Color Recorder
294J Color Monitor

CANON

TV-16 4 4 to 1 Zoom lens
V6X16 6 6 to 1 Zoom lens

CHESTER ELECTRONICS

Sidac Remote Dial
Retrieval System

COLORTRAN

KOF Flite Lighting Kits
Full Studio Lighting

DAVIS AND SANFORD

Tripods and Heads

ELECTROVOICE

Microphones

FAIRCHILD

TC 177RL Camera
Mark IV Cartridge Projector

LOWELL

UNI-6 Lighting Kit

MEMOREX

1" Videotape
½" Videotape

PANASONIC

WV220P Camera
WV032P Camera
WV350P Viewfinder Camera
WV8100 ½" Video Recorder
NV204AM 1" Video Recorder
WV600P Special Effects Generator

QUICKSET

Tripods and Heads

RADIANT

Equipment Tables

SHIBADEN

FP-107 Viewfinder Camera
CV-1003B Camera Control
SV-7000 Video Recorder

SHURE

Microphones
Audio Mixers

SONY

EV210 1" Video Recorder
Color and Editing
CV2200 ½" Video Recorder with Editing
DVK2400 Portable Videocorder
battery operated
VCK2100A Viewfinder Camera Kits
VCS-21 Video Switcher
VDC-1 Duplicator

SYLVANIA

800V Viewfinder Camera

3 M COMPANY

1" Video Tape
½" Video Tape
11 to 1 Zoom Lens

ZOOMAR

10x15B 10 to 1 Zoom lens

Typical Participants at "Hands-On!" sessions:

Alcoa	General Electric	Port of N.Y. Authority
Allied Chemical	General Learning	Prudential Insurance
Allstate Insurance	General Motors	R.C.A.
American Airlines	Gimbels-Pittsburgh	Research Institute of America
Ansul Chemical	Goodyear Rubber	Reynolds Metals
A T & T	Grumman Aircraft	Scott Paper Company
Bank of Montreal	Honeywell	Shearson Hammill & Co.
Bell Telephone of Canada	I.B.M.	Standard Oil
Bell Telephone of Pennsylvania	Insurance Company of North America	Standard Register
Borden Chemical Company	Lever Brothers	State Farm Insurance
Burlington Industries	L.I.A.M.A.	Sylvania
Caterpillar Tractor	Lockheed Aircraft	Trans World Airlines
Celanese Corporation	McDonald's Systems	TRW
Central Intelligence Agency	Manufacturer's Hanover Trust	U.S. Army
Chase Manhattan Bank	Maxwell Air Force Base	U.S. Atomic Energy Commission
Chrysler Corporation	Merck, Sharp and Dohme	U.S. Dept. of Agriculture
Ciba Pharmaceutical	Mobil Oil Corporation	U.S. Post Office
Combustion Engineering	Monsanto	United Presbyterian Church
Consolidated Edison	Montgomery Ward	U.S. Public Health Service
Eastman Kodak	Mt. Sinai Hospital	United States Steel
E. I. du Pont de Nemours	National Cash Register	U.S. Food & Drug Administration
Eli Lilly	Neiman Marcus	United States Trust Co.
Equitable Life Assurance	New York Telephone	Univac
First National City Bank	New York University	Westinghouse
Ford Motor Company	Ohio Bell Telephone	Whirlpool
Georgia Pacific	Pittsburgh Plate Glass	Xerox Corporation

Some comments about "Hands-On!" sessions:

"Without doubt it was one of the most interesting, exciting and instructive three day meetings I have ever attended"

"By far the best (interesting, practical, etc.) course I've ever attended. Staff unusually well qualified and involved. The course covered a critical need."

"Priceless" "Excellent"

" 'Hands-On Seminar' was one helluva fine idea"

"People were charged up, creative, dynamic"

"Personally, I can't understand how we floundered around so long without a course like this"

"I personally feel and have told my management that the money and time was exceptionally well spent"

"Pre-production session worth price of admission in itself"

"I believe that everyone who will be involved with communications planning or operation should get this kind of basic training!"

"We were all put to work immediately"

"A very stimulating and professional meeting — instructors and speakers were excellent"

"Unusual opportunity to profit from our acquisition of video equipment"

"I consider it the best over-all short course I have ever taken."

"Confidence gained through practical handling of all pieces of equipment"

"The best part was handling the equipment"

"Great" "Excellent — well organized"

"The \$350 pays for itself over and over again"

"The seminars fill a real need"

"Well prepared, well taught on a practical base"



A. Burke Crotty, founder and president of Advanced Communication Techniques Seminars, Inc., has an extensive television-communications background. He has pioneered in the use of television and videotape in corporate communications and training in a wide range of applications. He brings to this seminar the vast experience of years of television broadcasting.

Burke, former Executive Producer of both NBC and ABC, has produced and directed hundreds of programs, among them, the only telecasts from the stage of the Metropolitan Opera, the first Joint Session of Congress, and the first White House Presidential telecast. He was Executive Producer of the award-winning dramatic series, *The Celanese Theatre*.

He has produced many political telecasts and advised and directed many candidates, among them, Adlai Stevenson, Averill Harriman, Irving M. Ives, Robert Meyner and Thomas E. Dewey.

His custom-built design for Celanese Corporation is probably one of the most extensive and sophisticated applications of television and videotape in corporate use.

He has conducted seminars and personalized courses for Celanese Corporation; Monroe International, division of Litton Industries; Cities Service Company; American Telephone & Telegraph; New York Telephone Company; Bell Telephone Company of Canada; Consolidated-Edison, and others.



Robert B. Pfannkuch is Vice President and Technical Director of Advanced Communication Techniques Seminars, Inc.. Bob has designed and installed many educational and industrial television systems in his capacity as president of Audio-Video Industries, Inc. These systems have ranged from the very simple to the most sophisticated random-access, dial-retrieval systems.

Clients for these industrial systems include IBM, Standard Oil, Underwood-Olivetti, Hooker Chemical, Mobil Oil, and many others.

Other activities of AVI have been the installation of sophisticated equipment systems for institutions such as the University of Bridgeport; University of Connecticut; Danbury, Connecticut High School; Institute of Living and Norwalk Hospital.

These installations have received national recognition in publications such as *American School & University*, *Audio Magazine*, *School Product News* and others.

His firm is currently engaged in preparing the design and implementation of systems in Brazil, the Island of Aruba, as well as several other nations in Europe and the Far East.

Bob brings extensive practical experience in television and videotape equipment system design to this seminar.



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FIRST CLASS MAIL

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